GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:5278
ANSWERED ON:05.04.2017
TRP in TV Programmes
Ram Shri Janak;Ram Shri Vishnu Dayal

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

a) whether the Government has given recognition to the present system of determining TRP ratings of various television programmes being telecast on various television channels and if so, the details thereof;

b) whether the Government releases advertisements to the television on the basis of the TRP ratings of television programmes;

c) if so, the programmes on whose TRP ratings the Government depends upon in this regard; and

d) the details of the TRP ratings of the programmes being telecast on various channels of Doordarshan in comparison to that of other private channels?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING {COL RAJYAVARDHAN RATHORE (Retd.)}

(a) Ministry of Information and Broadcasting formulated policy guidelines in 2014 for Television Rating Agencies to operate in India. All rating agencies require registration from Ministry of Information and Broadcasting in accordance with the terms and conditions prescribed under these guidelines. Detailed guidelines are available on the Ministry's web-site at www.mib.nic.in

(b) & (c) Directorate of Advertising and Visual Publicity (DAVP), an attached office of Ministry of Information and Broadcasting, issues advertisements to empanelled private cable & satellite channels on the basis of viewership data provided by Broadcast Audience Research Council (BARC) which is a registered Television Rating Agency.

(d) The viewership data of Doordarshan and private channels is not comparable as Doordarshan is a public service broadcaster. TRPs of National Channels of Doordarshan for period from 25.02.2017 to 24.03.2017 are attached at Annexure-A.